

11-18-2010

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

11/18/10 RE



To the Director of the U.S. Patent and Trademark Office 103611595

Documents or the new address(es) below

1. Name of conveying party(ies):

Love Culture, LLC

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☐ Corporation- State \_\_\_\_\_  
☒ Other Limited Liability Corporation

Citizenship (see guidelines) United States

Additional names of conveying parties attached? ☐ Yes ☒ No

3. Nature of conveyance /Execution Date(s):

Execution Date(s) November 10, 2010

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes ☒ No

Name Love Culture, Inc.

Internal

Address 2423 E. 24th Street, Los Angeles, CA 90058

Street Address: 5411 S. Soto Street

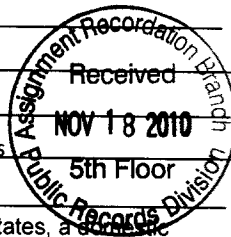
City Los Angeles

State California

Country United States Zip 90058

- ☐ Association Citizenship \_\_\_\_\_  
☐ General Partnership Citizenship \_\_\_\_\_  
☐ Limited Partnership Citizenship \_\_\_\_\_  
☒ Corporation Citizenship United States  
☐ Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached ☐ Yes ☐ No  
(Designations must be a separate document from assignment)



4. Application number(s) or registration number(s) and identification or description of the Trademark.

A Trademark Application No (s)

85025641, 85025653, 85025665

B Trademark Registration No (s)

Additional sheet(s) attached? ☐ Yes ☒ No

C Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown)

5. Name & address of party to whom correspondence concerning document should be mailed:

Name Jenny J. Rim

Internal Address \_\_\_\_\_

Street Address 2423 23rd Street

City Los Angeles

State California Zip 90058

Phone Number (323) 583-9900

Fax Number (323) 583-9991

Email Address jennyrim@loveculture.com

6. Total number of applications and registrations involved:

3

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$120.00

- ☐ Authorized to be charged to deposit account  
☒ Enclosed

8. Payment Information:

11/18/2010 MTHA11 00000022 85025641  
Refund Ref: 0000172423 40.00 OP  
Deposit Account Number 50.00 OP  
Authorized User Refund Total: \$30.00

9. Signature:

Signature

Jenny J. Rim

Name of Person Signing

November 11, 2010

Date

Total number of pages including cover sheet, attachments, and document

4

TRADEMARK

REEL: 004404 FRAME: 0033

## ASSIGNMENT OF TRADEMARK

Mark: LOV & ME

Class No.: 25

Assignor: Love Culture, LLC  
5411 S. Soto Street  
Los Angeles, CA 90058

Assignee: Love Culture, Inc.  
5411 S. Soto Street  
Los Angeles, CA 90058

Assignor is, and has been, the owner of the above trademark since January 1, 2010.

For valuable consideration received, Assignor hereby grants and assigns to Assignee Assignor's entire interest, title, and right of whatever kind in and to the Mark, together with the goodwill of the business connected with the use of and symbolized by the mark, including any and all pending trademark applications and registrations within the U.S. or international jurisdictions.

Assignor: Love Culture, LLC

By:

Name & title:

Jai Phee C.E.O.

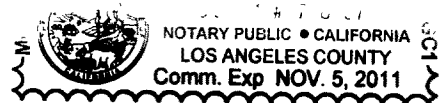
### ACKNOWLEDGMENT

State of California )  
County of Los Angeles ) SS.

On Nov. 10, 2010, before me, ZHAO YONG TAN, personally appeared JAI JUNE PHEE, who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal. (Seal)



Zhao Yong Tan

(signature of notary public)

## ASSIGNMENT OF TRADEMARK

Mark: LOVE & QUEEN  
Class No.: 25

Assignor: Love Culture, LLC  
5411 S. Soto Street  
Los Angeles, CA 90058

Assignee: Love Culture, Inc.  
5411 S. Soto Street  
Los Angeles, CA 90058

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Assignor: Love Culture, LLC

By: [Signature]

Name & title: Jai June Rhee C.E.O.

### ACKNOWLEDGMENT

State of California )  
County of Los Angeles ) SS.

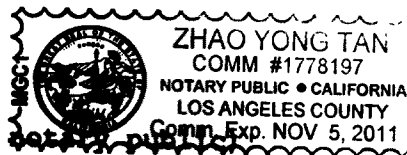
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I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal. (Seal)

[Signature]

(signature of notary public)



## ASSIGNMENT OF TRADEMARK

Mark: LOV, ME  
Class No.: 25

Assignor: Love Culture, LLC  
5411 S. Soto Street  
Los Angeles, CA 90058

Assignee: Love Culture, Inc.  
5411 S. Soto Street  
Los Angeles, CA 90058

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Assignor: Love Culture, LLC

By: 

Name & title: JAY JUNE RHEE C.E.O

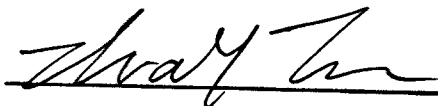
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County of Los Angeles ) SS.

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I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal. (Seal)



(signature of notary public)

